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What is claimed is:

1. An isolated DNA construct comprising at least one mutated binding site for a Gfi-1 transcription repressor, said mutated binding site comprising a mutation which hinders or prevents binding of said Gfi-1 repressor to said site.

2. The DNA construct of claim 1, which is a promoter.

3. The DNA construct of claim 2, wherein said promoter is a mammalian cellular promoter.

4. The DNA construct of claim 2, wherein said promoter is a viral promoter.

5. The DNA construct of claim 4, wherein said promoter is a human cytomegalovirus promoter.

6. The DNA construct of claim 5, which is a cytomegalovirus MIE promoter.

7. The DNA construct of claim 1, wherein said Gfi-1 binding site prior to said mutation is greater than 65% homologous with a sequence comprising TAAATCACNGCA (Sequence I.D. No. 2), wherein N is A or T.

8. The DNA construct of claim 1, wherein said Gfi-1 binding site prior to said mutation is greater than 79% homologous with a sequence comprising TAAACACNGCA (Sequence I.D. No. 2), wherein N is A or T.

9. The DNA construct of claim 1, wherein said Gfi-1 binding site prior to said mutation comprises the sequence N₁AAATCACN₂GCA (Sequence I.D. No. 1), wherein N₁ and N₂ are any nucleotide, and said mutation is in a

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portion of said binding site comprising the sequence AATC.

10. The DNA construct of claim 1, wherein said 5 binding site resides within an expression regulatory segment and said regulatory segment is operatively linked to a coding segment.

11. The DNA construct of claim 10, wherein the 10 coding segment encodes a gene product selected from the group consisting of cytokines, interleukins, interferons, growth factors and proto-oncogenes.

15 12. An expression regulatory segment comprising at least one copy of a sequence $N_1A-R-CN_2AGCA$ (Sequence I.D. No. 3), wherein N_1 and N_2 are any nucleotide, and R is a tetranucleotide selected from the group consisting of:

20 N_3ATC , AN_4TC , AAN_5C , $AATN_6$
 N_3N_4TC , N_3AN_5C , N_3ATN_6 , AN_4N_5C , AN_4TN_6 , AAN_5N_6
 $N_3N_4N_5C$, $N_3N_4TN_6$, $N_3AN_5N_6$, $AN_4N_5N_6$, and $N_3N_4N_5N_6$,
wherein N_3 is G, C or T, or is absent, or is an oligonucleotide of two or more nucleotides;
25 N_4 is G, C or T, or is absent, or is an oligonucleotide of two or more nucleotides;
 N_5 is A, G or C, or is absent, or is an oligonucleotide of two or more nucleotides; and
 N_6 is A, G or C, or is absent, or is an oligonucleotide of
30 two or more nucleotides.

13. The expression regulatory segment of claim 12, wherein R is selected from the group consisting of GATC, ACTC and AATA.

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14. The expression regulatory segment of claim 12, which is a promoter.

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15. The expression regulatory segment of claim 14, wherein said promoter is a mammalian cellular promoter.

5 16. The expression regulatory segment of claim 14, wherein said promoter is a viral promoter.

10 17. The expression regulatory segment of claim 16, wherein said promoter is a human cytomegalovirus promoter.

18. The expression regulatory segment of claim 17, which is a human cytomegalovirus MIE promoter.

15 19. An expression vector comprising the expression regulatory segment of claim 12 and an operatively positioned insertion site for insertion of a coding segment.

20 20. The expression vector of claim 19, in which is inserted a coding segment selected from the group consisting of cytokines, interleukins, interferons, growth factors and proto-oncogenes.

25 21. An isolated DNA molecule comprising a sequence selected from the group consisting of Sequence I.D. No. 13 and Sequence I.D. No. 14.

30 22. An expression vector comprising the DNA molecule of claim 21.

35 23. A method for improving expression of genes regulated by expression regulatory sequences which contain binding sites for a Gfi-1 transcription repressor, which comprises altering the sequence of said binding sites so as to hinder or prevent binding of said

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Gfi-1 transcription repressor to said binding sites, thereby improving said gene expression.

24. The method of claim 23, wherein said
5 binding sites are altered at a tetranucleotide sequence
contained therein, which is AATC.

25. A method of treating a pathological
condition related to expression of an aberrant gene,
10 which comprises administering to a patient in need of
said treatment a pharmaceutical preparation comprising an
expression vector that includes a non-aberrant
counterpart of said aberrant gene and an operatively
linked promoter comprising at least one mutated binding
15 site for a Gfi-1 transcription repressor, said mutated
binding site comprising a mutation which hinders or
prevents binding of said Gfi-1 repressor to said site.